



Director Report

March 2022

Administrative

- Board Appointment: Wendell Perkins has expressed interest in the appointed open seat on the Board. I believe the Board now would need to make it official by voting on the appointment
- FY23 Budget Planning: We will soon be entering the 4th and final quarter of the fiscal year, and thus begins our budget season. It would be good to get some involvement from the Finance Committee on this.
- Financial Planning: Speaking of financial matters, Wendell will be accompanying me to a meeting with the Heritage Family Credit Union investment advisor this Friday. We are meeting at the Ludlow branch at 11AM.
- Nominating / Elections: It's also a good time to convene the Nominating & Elections Committee for Board election planning. That would be Newt & John. Like all other committees, I and Noah are on standby to get involved.
- Building Project: The Buildings & Grounds Committee has tried to get together to review next steps, but so far no meeting has taken place. That committee is Zach, Noah, and me. It did also include Will, but with his departure from the Board, it would make sense to add another Board member to the Committee.
- New Hire: Having Will on as our part-time program scheduler has proven to be helpful so far.
- Part-Time Production Position: While I have received a couple of inquiries into part-time field producer position, I have not yet been able to fill it.
- Staffing / Future Planning: I would like to set up a Personnel Committee meeting to discuss staffing issues & succession planning. Pat, George, & Noah make up the Personnel Committee.
- PTO: With everything going on this year, I have not taken many days off. Nearly all of the PTO days I have taken so far have been holidays (there are 7 "paid holidays" as part of the PTO days). As such, I have 29 PTO days remaining, which I will make an attempt to use before the end of June 30th. It's not likely that I will be able to take them all. I will be taking off March 29 – April 3rd; I would take off more days, but we have the Cavendish Town Meeting on March 28th and Ludlow's Town Meeting on April 4th, and for both of which I feel I should be around (Ludlow more so that Cavendish, given the circumstances - more on that below).

Programming / Production / Community Engagement

- Town Meeting coverage: so far it has gone well. We covered Andover, Mount Holly & Plymouth, as well as the Ludlow-Mt. Holly Unified Union and Green Mountain Union School District Annual Meetings. We have the Ludlow Village Annual Meeting next week (info. meeting on the March 21st with the actual Annual Meeting. voting on the 22nd. Then we have the 2 Town Meetings that were postponed this year: the Cavendish Town Meeting is on March 28th, & Ludlow's on April 4th – both are hybrids and will be live streamed & broadcasted, like the other Town Meetings.
- Studio Production: Studio use is ramping back up. In addition to recording the regular weekly legislative updates with Rep. Charlie Kimbell (in a hybrid format), over the last month, we've helped produce studio shows for and with Senior Solutions, the Cavendish Library, the Expeditionary School, and the Chamber of Commerce. The Chamber show a legislative

“roundtable” produced in a hybrid format, hosted by George Thomson in-studio, with legislators participating remotely via Zoom.

- New & Different Programing: I recently came across a local You Tuber and amateur meteorologist (“West River Weather Guy”) who produces bi-weekly weather forecasts for our area. I reached out to him and we are now receiving the recordings directly from him, to add to our regular program scheduling. There are many folks out there who are producing videos these days, many of whom are distributing solely online, whether it’s their websites, You Tube channels, and/or social media. They may or may not even think to share the content with us. From a programming perspective, this is where our efforts need to be – in reaching out to these individuals & organizations. It’s a great opportunity to not only increase our program offerings but it also helps to build relationships, as we offer a platform that helps them “curate” their videos for a hyper-local audience. Some organizations who come to mind, when thinking about video programming potential: Okemo Mountain School, OMARA (Okemo Mountain Alpine Racing Association), Farm & Wilderness
- New Outreach: I met with the Director from Divided Sky Foundation to discuss how we can help her promote their upcoming benefit run (May 14th), among other things. I offered to be there during the event to shoot some footage & candid interviews. It’s all about growing our network, community engagement. and creating value as a media resource.

Fundraising

- Underwriting: No new updates since last month. We are holding at 5 traditional underwriters, 1 in-kind underwriter, and 1 new one still pending.

VAN

- FY22 Budget Adjustment Request: After passing in the State Senate, last week the House passed the FY22 Budget Adjustment bill, which includes the \$300,000 in “bridge funding” for VAN / PEG Access. That means each VAN member will receive \$12,500. I propose that we add this to the Building Fund, so that we can help move that project forward.
- Regional Collaborations: We continue to team up with SAPA-TV on the coverage of Green Mountain School District meetings and we share programming with them, but that’s all that is currently happening at the moment. I recently met with my colleague & counterpart, Samantha Davidson-Greene, to discuss different possibilities, including our proposed regional underwriting tier. I have had some email conversations with them – they have expressed interest in meeting to discuss collaboration, but no traction has been gained yet. With some dedicated time & my more focused attention, I believe there could be more progress.